



**Bupa**

# Personalised Health by Bupa

**Powered by My Genomic Health**

**Designed with ConnectedCare**

**Delivering unique  
preventive treatment**



**Redefining the role of healthcare** by not just treating illness - but helping predict and prevent it.

**Our purpose is to help people live longer, healthier and happier lives and making a better world.**

**Introducing four new prevention pathways:**



**Medication  
Check**



**Breast Cancer  
Prevention  
Pathway**



**Type 2 Diabetes  
Prevention  
Pathway**



**Cardiovascular  
Disease Prevention  
Pathway**



## Healthcare that understands you as an individual

We're giving all Bupa health insurance customers the option to assess their risk of breast cancer, type 2 diabetes and heart disease. Using clinically proven tools powered by Genomics. And, if customers take regular medication, they can check this is right for them too.



## Healthcare that is working hard to help you stay well

Bupa are the first major private medical insurer in the UK to fund preventive treatment, including breast removal surgery for eligible customers with the BRCA genes. We are also providing access to a weight management plan, including medication where clinically appropriate, to reduce the risk of heart disease or type 2 diabetes.



## Healthcare that harnesses innovation to make a real difference

We've pioneered giving customers access to Genomics as part of their insurance. This is all underpinned by Bupa's new AI-powered Blua digital healthcare service which combines advanced models and health insights to help customers understand their health risks, take action and achieve their health goals.



My  
Genomic  
Health

**blua.**  
Digital health  
by Bupa



# Personalised health through ConnectedCare



**Bupa's own doctors and nurses** deliver your end-to-end preventive health journey.



**Managed in the My Bupa app** with access to over 100 Bupa clinics and 3 hospitals across the UK.



**Unique clinical insights** from our global pilot of 12,000 genomic tests.



**Preventive treatment** and in some cases surgery for breast cancer, cardiovascular disease and type 2 diabetes.



**Customers at risk of cardiovascular disease or diabetes** can get funding towards Bupa's weight management plan.

By the end of 2027  
we expect to help

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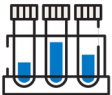
Over  
**200,000**

customers using  
our four prevention  
pathways

Over  
**110,000**

customers taking  
a genetic test to  
personalise their health

## Making personalised health more accessible for everyone



### Medication Check available to all new and renewing SME and Consumer customers

- Available from 1 June with no co-pay, excess or impact on outpatient benefits.
- For consumer policies Medication Check won't impact no-claims discount.



### New prevention pathways for breast cancer, type 2 diabetes and cardiovascular disease

- From 1 September included on all SME and Consumer policies at renewal.
- A 12-month waiting period applies to new customers.



### Corporate customers have the choice to add Medication Check and prevention pathways to their scheme

- Medication Check available now.
- Prevention pathways for new and renewing business from 1 September.



# Medication Check

A simple saliva test to determine which medications are most likely to be effective helping customers to get the right medication, at the right dose.

- **Tests over 100 medicines** - [bupa.co.uk/medication-check-list](https://bupa.co.uk/medication-check-list)
- **There is no excess, co-pays** or impact on benefit limits for customers who access Medication Check.
- **Home saliva test kit** and no blood test required.
- **Results** in 6-8 weeks.
- **An optional Bupa GP appointment** available to explain your results.



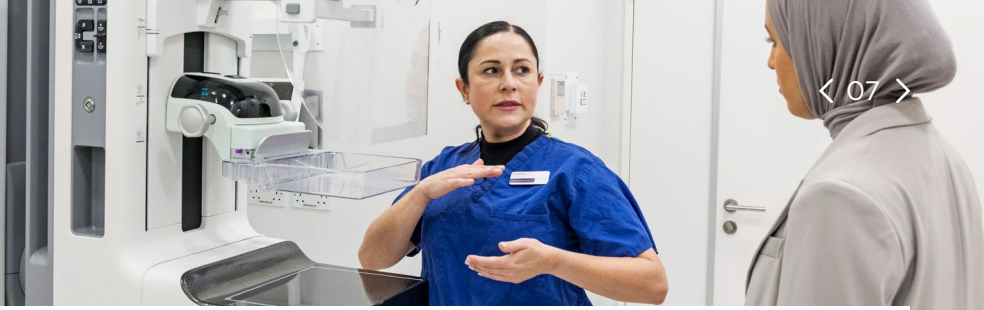
Available to all new and renewing **Consumer and SME customers** from 1 June.



**Corporate customers** can add as an **optional benefit** to their scheme.



Accessible through **My Bupa**.



# Breast Cancer Prevention Pathway

Identifying customers at elevated risk of breast cancer to offer personalised treatment including access to preventive medications, or risk-reducing surgery.

- **Includes access to genetic testing**, including to identify the BRCA genes.
- **If deemed clinically suitable preventive** surgeries including mastectomy or oophorectomy available.
- **Plus preventive medication** such as Tamoxifen will be offered.
- **Support from genetic counsellors**, GPs and wellbeing specialists.
- **Treated as a normal claim** on your policy.



Available to all new and renewing **Consumer and SME customers** from 1 September. **12-month waiting period** applies to new customers.



**Corporate customers** can add as an **optional benefit** to their scheme from 1 September.



Accessible through a digital assessment in **My Bupa**.



## Type 2 Diabetes Prevention Pathway

Type 2 diabetes doesn't need to be inevitable when you can assess your risk of diabetes and access coaching, nutrition and a weight management plan for a healthier tomorrow.

- **Includes access** to genetic testing.
- **A Health Adviser in a Bupa Clinic** will complete your blood test and assessment.
- If deemed clinically suitable you will be offered a £400 benefit limit to fund Bupa's **Weight Management plan** for 12 months. Plus an **ongoing 10% discount** and no first consultation fee saving £99.
- **Alongside support** from nutritionists, GPs and wellbeing specialists.
- **With regular screening** to track your progress.
- **Treated as a normal claim** on your policy.



Available to all new and renewing **Consumer and SME customers** from 1 September. **12-month waiting period** applies to new customers.



**Corporate customers** can add as an **optional benefit** to their scheme from 1 September.



Accessible through a digital assessment in **My Bupa**.



# Cardiovascular Disease Prevention Pathway

Getting proactive with cardiovascular disease to help you understand your heart health and access coaching, nutrition and weight management programmes for a healthier tomorrow.

- **Includes access to genetic testing.**
- **A Health Adviser in a Bupa Clinic** will complete your blood test and assessment.
- If deemed clinically suitable you will be offered a £400 benefit limit to fund Bupa's **Weight Management plan** for 12 months. Plus an **ongoing 10% discount** and no first consultation fee saving £99.
- **Alongside support** from nutritionists, GPs and wellbeing specialists.
- **With regular screening** to track your progress.
- **Treated as a normal claim** on your policy.



Available to all new and renewing **Consumer and SME customers** from 1 September. **12-month waiting period** applies to new customers.



**Corporate customers** can add as an **optional benefit** to their scheme from 1 September.



Accessible through a digital assessment in **My Bupa**.



# Personalised Health by Bupa

This is the future of healthcare.  
**It starts now.**